

MARKETING RESEARCH DEPARTMENT REPORT

(4)

MRD #: 82047DATED: August 20, 1982WRITTEN BY: Al Udowcc: A. Bissmeyer
R. Fitzmaurice
T. Keim
R. StirlenSUBJECT: Merit Playing Card Promotion

During May and June 1982, Sales Reps installed a special consumer offer at retail consisting of a blister pack: 2 packs of Merit plus a pack of playing cards. This promotion was set up much the same as the Merit 2 packs-with-lighter promotion of November-December 1981, shortly after the introduction of Merit Ultra Lights 100's.

Each sales rep was sent eight postage-paid cards to be stapled to the back of one each of the eight packs of Merit in representative retail outlets. The card offered a free gift by mail. Telephone interviews (WATS, from New York) were made with 1168 of the responders during the period July 6 to July 19, 1982. Approximately two months elapsed between the pick up of the offer and the interview.

Comparisons are shown in the report between the playing card and lighter promotions.

CONCLUSIONS

Net switching -- the percent of all smokers who sent in cards and in the interview reported switching to Merit during the promotion period -- was 3.5% -- about average for the series of five promotion studies researched in 1982. It was lower than the 5.3% net conversion for the Merit lighter promotion.

On most measures (positive future buying intentions among non-switchers, recall number of packs bought by competitive brand smokers), the Playing Card offer produced data in line with most recent promotion studies.

Reaction to the Playing Cards was extremely positive (89%), with only 1% negative.

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FILE: MERIT

FINDINGS

1. Of the card-senders who were interviewed, the percent who described themselves as smokers were:

<u>Playing Cards</u>	<u>Lighter</u>
86%	84%

Of these smokers, the percent who, at the time of the interview:

	<u>Cards</u>	<u>Lighter</u>
Smoked a brand, not Merit	50%	43%
Smoke Merit	50	57

Of the Merit smokers, the percent who had switched at about the time of the promotion ("in the past three months or less") were:

	<u>Cards</u>	<u>Lighter</u>
Switched brand or packing	8%	13%
Less those switching from one		
Merit packing to another	1	4*
Net gain	7%	9%

(Table 1)

* This was within a month of the introduction of Merit Ultra Lights 100's.

2. Among all smokers (of Merit or not), 3.5% reported smoking Merit for three months or less and having come for another brand name ("Switchers"). This "Net Conversion" ranks in the middle of the five promotions tested in '82.

Net Conversion

Merit Lighter	5.3%
Merit Challenge carton	3.9
MERIT PLAYING CARDS	3.5
Merit Challenge 2-packs	2.3
Virginia Slims Key Chain	2.3

(Table 2)

3. Positive future buying intentions for non-switchers was 61%, in line with the other recent promotion studies (62% - 68%), except Merit Challenge 2-pack (48%). And the number of packs of Merit bought in the past three months by competitive brand switchers (17) was in line with the other studies (16-18), except, again, Merit Challenge 2-pack (11).

(Table 2)

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4. Smokers in this study who were card responders were about in line with the demographic picture of all low-tar smokers as shown in the 1982 Tracking Study, except in terms of age. Card responders were younger than all low-tar smokers.

(Table 4)

5. Recall of trial of Merit among card responders who smoke was 32%, about the same level as reported in the lighter study (29%).

(Table 7)

6. Recall of the Merit Playing Cards was 69%, about the same level as for the lighter (67%).

(Table 10)

7. Among those getting the Playing Cards, 89% liked them; only 1% didn't. (In the recent Slims Keychain promotion, 94% liked it, and 3% didn't.)

(Table 11)

8. Of all smokers interviewed in this study 15% said they bought cigarettes with deals either Very Often or Quite Often. This is higher than the 9% who said so in the Merit lighter study.

(Table 12, 13)

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SUMMARY
RESPONDERS INTERVIEWED

	<u>Playing Cards</u>	<u>Lighter Offer</u>
<u>Total Respondents</u>	1168	1126
	%	%
Non-smokers	14	16
Smokers	86	84
<u>Total Smokers</u>	1000	943
	%	%
Competitive Smokers	50	43
Merit Smokers	50	57
<u>Merit Smokers</u>	495	535
	%	%
<u>Smoked Merit for</u>		
3 mos. or less	8	13
4-6 mos.	13	10
7-11 mos.	4	5
12 mos. (1 year)	8	17
Over 1 to 2 yrs.		19
2 to 3 yrs.		16
3 to 4 yrs.	67	9
4 to 5 yrs.		4
5 to 10 yrs.		3
Over 10 yrs.		2
Don't know	1	2

TABLE 1

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KEY MEASURES:
FIVE PROMOTION STUDIES

	<u>Merit Challenge 2-packs</u>	<u>Merit Challenge Carton</u>	<u>Merit Lighter</u>	<u>Va. Slims Keychain</u>	<u>Merit Playing Cards</u>
Net conversion: % of all smokers who switched to promoted brand from a competitive brand in past 3 months	2.3%	3.9%	5.3%	2.3%	3.5%
<u>Future buying intention for (Merit) (Slims) among non-switchers to it who remembered getting it in this promotion:</u>					
Definitely would buy brand again	13%	12%	21%	15%	15%
Probably would	35	50	45	51	46
<u>Total</u>	<u>48%</u>	<u>62%</u>	<u>68%</u>	<u>66%</u>	<u>61%</u>
Avg. no. packs of (Merit) (Slims) bought in past 3 months by competitive brand smokers	11	18	17	16	17

NOTE

Reference is to four recent promotion studies:

	<u>Description</u>	<u>MRD Report</u>
1. Merit Lighter Nov.-Dec. '81	Postcard stapled to back of 2-packs-of-Merit-plus- lighter; purchaser invited to send in postcard for free gift	1/29/82
2. Merit Challenge: 2-Packs Nov.-Dec. '81	Handed out cards inviting recipient to send for two free packs of Merit	2/17/82
3. Merit Challenge: Carton Nov.-Dec. '81	As above, but we sent instead <u>a carton</u>	3/16/82
4. Virginia Slims Keychain Mar.- Apr. '82	Postcard stapled to back of 2-packs-of-Slims-plus- keychain; purchasers invited to send in postcard for free gift	7/28/82

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REGULAR BRAND
OF CARD RESPONDERS

PLAYING CARDS

	N =	Total Smokers 1000	Men	Women	18- 34	35+	H.S. or Less	Some Coll.	Under \$20M	\$20M+ Up
		%	%	%	%	%	%	%	%	%
Merit Total		50	51	48	52	46	51	48	51	50
King Reg.		13	16	10	14	11	14	12	13	12
King Men.		3	4	3	4	2	3	3	3	3
100's Reg.		10	9	12	9	13	12	7	12	11
100's Men.		2	2	3	3	2	2	2	4	1
U.L. King Reg.		8	10	6	9	6	7	9	6	9
U.L. King Men.		3	2	3	3	2	3	2	3	1
U.L. 100's Reg.		7	6	9	7	8	6	9	9	7
U.L. 100's Men.		3	3	3	4	1	2	3	2	4
Barclay		2	3	2	2	3	2	3	2	2
Belair		1	*	1	1	1	1	--	1	--
B&H		4	3	6	5	4	4	6	4	5
Camel		2	4	*	1	2	1	2	1	1
Carlton		2	1	3	1	2	2	2	3	1
Kent		2	2	1	1	2	2	1	1	2
Kool		2	1	2	2	2	2	1	2	1
L&M		1	1	1	*	1	1	--	1	*
Marlboro		10	12	8	11	8	10	10	9	10
More		1	1	*	*	1	1	1	1	1
Newport		2	1	2	2	*	1	2	1	1
Pall Mall		1	1	1	*	1	1	1	1	1
Salem		6	4	8	7	5	6	6	6	5
True		1	1	1	*	1	2	1	1	1
Vantage		2	3	1	2	2	2	2	1	3
Virginia Slims		4	1	6	4	4	3	4	3	5
Winston		5	7	4	4	6	6	4	6	4
No Regular Brand		1	1	1	*	1	1	1	1	1

Brands shown at shares of 1% or more

* 0.5 or less

From: What is your regular brand of cigarettes, the brand you smoke most often?

TABLE 3

PROFILES
SMOKER/CARD RESPONDERS VS. LOW TAR SMOKERS

	<u>Playing Cards</u>	<u>Lighter Offer</u>	
	<u>Smoker/ Card Responders</u>	<u>Smoker/ Card Responders</u>	<u>1982 Low-tar Smokers</u>
N =	1000	943	10976
	%	%	%
Men	42	46	43
Women	58	54	57
18-24	20	15	17
25-34	32	33	17
35-44	24	21	21
45+	23	31	36
Grade School	3	4	5
Some High School	8	12	11
Grad. High School	49	45	45
Some College	12	12	14
College Grad.	28	26	24
Refused	1	1	1
Under \$10M	11	11	10
\$10-20M	25	29	23
\$20-30M	28	23	25
\$30-50M	18	15	17
\$50M+	3	4	7
Refused, Don't Know	15	18	18

Low tar smokers profile from 1982 Tracking Study.

TABLE 4

MERIT TRIAL

		<u>Playing Cards</u>	<u>Lighter Offer</u>
Unaided Trial	N =	235	N = 221
Aided Trial	N =	83	N = 53
Total Trial	N =	318	N = 274
# Packs Bought		<u>%</u>	<u>%</u>
1		3	8
2		11	14
3		7	8
4		3	6
5		4	3
6		3	3
7		1	1
8		--	--
9		--	--
10		20	10
11-19		4	3
20		26	20
Don't Know		20	22
Average # Packs		17	17

From: In addition to your regular brand, what other brands have you bought in the past three months?
 IF MERIT NOT MENTIONED: And how about Merit . . have you bought any Merit cigarettes in the past three months?
 EVERYONE: How many packs or cartons of Merit did you buy?

TABLE 5

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SWITCHING
AND LENGTH OF TIME SMOKED

	<u>Playing Cards</u>		<u>Lighter Offer</u>	
	<u>Smokers of</u>		<u>Smokers</u>	
	<u>Merit</u>	<u>All Other</u>	<u>Merit</u>	<u>All Other</u>
N =	<u>495</u>	<u>505</u>	<u>535</u>	<u>408</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
3 Months or less (Recent switchers)	8	7	13	7
4-6 mos.	13	5	10	6
7-11 mos.	4	2	5	1
1 year	8	7	17	9
Over 1-2 yrs.	}	67	19	12
2-3 yrs.			16	16
3-4 yrs.			9	8
4-5 yrs.			4	7
5-10 yrs.			3	11
10 yrs.			2	20
		76	53	74
Don't Know	1	2	2	2

From: How long have you smoked that brand?

TABLE 6

TRIAL OF MERIT
AMONG CARD RESPONDERS WHO SMOKE

		<u>Playing Cards</u>	<u>Lighter Offer</u>
Total Smokers	N =	1000	943
		<u>%</u>	<u>%</u>
Trial			
Unaided		24	23
Aided		8	6
Total		<u>32</u>	<u>29</u>

From: In addition to your regular brand, what other brands have you bought
in the past three months?
(IF MERIT NOT MENTIONED) Have you bought any Merit Cigarettes in the
past three months?

TABLE 7

SOURCE OF NEW MERIT SMOKERS
THOSE WHO HAVE SWITCHED PAST 3 MOS.

<u>Previous Brand</u>	N =	Playing Cards	Lighter Offer
		40 No.	67 No.
Barclay King Reg.	--	--	1
Belair 100's	--	--	1
B&H 100's Menthol	1	--	2
B&H Lts. Menthol	1	--	--
Cambridge 100's	--	--	1
Camel - Non-filter	--	--	1
Lights Kings	--	--	1
Lights 100's	1	--	--
Carlton Kings	1	--	--
Carlton 100's (soft)	--	--	1
Doral King Menthol	--	--	1
Golden Lts. 100's Men.	1	--	--
Kent 100's Reg.	--	--	2
III Kings	--	--	1
Kool King	4	--	--
Kool Milds King	1	--	1
Marlboro King Red	7	--	2
100's	--	--	1
Lights Kings	--	--	2
Lights 100's	2	--	3
Menthol	--	--	1
MERIT (from other packing			
to a new one)	(5)	(17)	
King Reg.	(3)	(6)	
100's Reg.	(2)	(6)	
100's Men.	--	(4)	
Ultra Lts. 100's Reg.	--	(1)	
More 100's Lts. Reg.	1	--	--
More 100's Lts. Men.	--	--	1
Pall Mall Red	--	--	1
Pall Mall 100's	2	--	--
Parliament Kings	--	--	1
Raleigh Filter	--	--	1
Salem Kings	1	--	1
100's	1	--	1
Lights Kings	4	--	1
Lights 100's	--	--	2
Saratoga Reg.	--	--	1
Tareyton Kings	--	--	1
Triumph King Men.	--	--	1
Vantage King Reg.	--	--	2
Ultra Lts. 100's	--	--	1
Viceroy Kings	1	--	--
Viceroy Rich Lts. 100's	1	--	--
Virginia Slims Reg.	--	--	1
Menthol	--	--	1
Lts. Reg.	--	--	1
Lts. Men.	--	--	1
Winston 100's	3	--	--
Lts. 100's	1	--	3
No Previous Brand	1	--	6

SUMMARY

Total Switchers from Brand other than Merit	N =	35	50
From other Philip Morris Brand		11	17

From: What brand did you smoke most often before you started smoking (brand name)?

TABLE 8

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FUTURE PURCHASE INTENTIONS
BASED ON TRIAL PAST 3 MOS.

	<u>Playing Cards</u>		<u>Lighter Offer</u>	
	<u>Say They</u> <u>Tried Merit</u>	<u>Say They</u> <u>did not</u>	<u>Say They</u> <u>Tried Merit</u>	<u>Say They</u> <u>did not</u>
Total N =	<u>263</u>	<u>81</u>	<u>227</u>	<u>54</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Definitely buy it	15	1	21	4
Probably buy it	46	26	47	15
Sub-Total	<u>60</u>	<u>27</u>	<u>68</u>	<u>19</u>
Might or might not	24	30	19	20
Probably not buy it	9	22	10	28
Definitely not buy it	3	18	2	26
Sub-Total	<u>12</u>	<u>41</u>	<u>12</u>	<u>54</u>
Don't Know	3	3	1	7

From: How likely would you be to buy Merit (fill in specific packing from card) in the future? Would you: (read list of possible answers)?

TABLE 9

RECALL OF CIGARETTE PROMOTIONS

"GIFTS, PREMIUMS, SAMPLES"

		<u>Playing Cards</u>	<u>Lighter Offer</u>
TOTAL SMOKERS	N =	1000	943
		<u>%</u>	<u>%</u>
Recall getting "any" gift/premium/sample		45	47
Recall Merit Lighter/Cards	unaided	9	15
	aided	<u>60</u>	<u>52</u>
	Total	69	67

From: During the past three months, have you gotten any gifts, or premiums, or free samples offered by any brand of cigarettes, either in a store or through the mail?

What was the item, or the items you received? What others were there? (If Merit lighter or "playing cards" not mentioned) Do you recall getting a cigarette lighter/deck of playing cards with two packs of Merit cigarettes?

TABLE 10

REACTION TO MERIT PLAYING CARDS

(Base: Those recalling getting them)
(Principal mentions)

N =	Total	Men	Women	18-34	35+	No Coll.	Some Coll.	Under \$20M	\$20M+
	691	305	386	368	320	412	275	255	371
	%	%	%	%	%	%	%	%	%
<u>POSITIVE</u>	89	90	87	90	87	91	85	91	89
Good to use/deal/play with	14	13	14	14	13	15	11	16	12
Plastic-coated	6	5	8	6	7	8	3	8	5
Durable	6	6	6	6	5	7	3	8	5
High quality	5	6	4	5	5	5	5	7	4
<u>NEGATIVE</u>	1	1	2	2	1	1	2	1	1
<u>NEUTRAL/ DON'T KNOW</u>	10	9	11	8	12	8	13	8	10

From: Now about the playing cards from Merit, what did you think of them?

TABLE 11

PROMOTION PRONENESS

PLAYING CARD OFFER

	Total Smokers	Remember Trying Merit	Switched To Merit Past 3 mos.	Men	Women	18- 34	35+	H.S. or Less	Some Coll.	Under \$20M	\$20M+
N =	1000	318	40	418	582	519	477	595	398	374	523
	%	%	%	%	%	%	%	%	%	%	%
Aware of Merit Cards and also:											
Buy cigarettes with deals	69	67	77	74	67	71	67	69	70	69	71
Very often	5	8	5	4	6	4	6	5	5	5	5
Quite often	10	14	2	10	9	8	12	8	12	9	10
Sub-Total	15	22	7	14	15	12	18	13	17	14	15
Seldom	31	35	42	32	30	32	29	30	33	32	32
First Time	24	21	28	27	22	27	20	26	20	23	24
Sub-Total	55	56	70	59	52	59	49	56	53	55	56
Not aware of Merit Playing cards	31	33	24	26	33	29	33	31	30	31	29

From: In general, how often do you buy cigarettes that come with gifts or premiums?

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PROMOTION PRONENESS

MERIT LIGHTER OFFER

	N =	Total Smokers	Remember Trying Merit	Switched To Merit Past 3 mos.	Men	Women	18- 34	35+	H.S. or Less	Some Coll.	Under \$20M	\$20M+
		<u>943</u>	<u>274</u>	<u>67</u>	<u>432</u>	<u>511</u>	<u>455</u>	<u>487</u>	<u>577</u>	<u>359</u>	<u>393</u>	<u>434</u>
		%	%	%	%	%	%	%	%	%	%	%
Aware of Merit Lighter and also:												
Buy cigarettes with deals		67	67	76	69	66	71	64	69	65	72	67
Very often		3	5	7	2	4	3	4	3	4	3	4
Quite often		6	9	9	6	6	4	7	6	5	6	6
Sub-Total		9	14	16	8	10	7	11	9	9	9	10
Seldom		32	35	34	37	28	34	29	32	33	33	33
First Time		26	18	25	23	28	29	27	27	23	29	24
Sub-Total		58	53	59	60	56	63	52	59	56	62	57
Not aware of Merit Lighter		33	33	24	31	34	29	36	31	35	28	33

From: In general, how often do you buy cigarettes that come with gifts or premiums?

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NON-SMOKERS

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ANALYSIS OF NON-SMOKERS

Total Non-smokers interviewed	N =	Playing Cards <u>168</u> %	Lighter Offer <u>183</u> %
Male		48	47
Female		52	53
18-34		55	67
35+		42	33
High School or Less		55	53
College		44	47
Under \$20,000		37	38
\$20,000+		48	46
Refused income		15	16
Remembered sending card		69	68
Did not remember		31	32

From: According to a list I was given, you sent in a post card from a Merit cigarette offer. Do you remember sending in such a card?

TABLE 14

EXPLANATION OF NON-SMOKER

SENDING IN CARD

		NON-SMOKERS					
		<u>Total</u>		<u>Remember Sending Card</u>		<u>Don't Remember Sending</u>	
		<u>Playing- Cards</u>	<u>Lighter Offer</u>	<u>Playing Cards</u>	<u>Lighter Offer</u>	<u>Playing Cards</u>	<u>Lighter Offer</u>
N =		<u>168</u>	<u>183</u>	<u>115</u>	<u>125</u>	<u>53</u>	<u>58</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Friend/relative sent it in for me		26	33	18	30	42	38
Obtained card from sales rep		17	14	24	20	2	2
I sent it in for friend/relative		16	10	23	15	2	--
I used to smoke		1	8	2	10	--	2
I bought cigarettes for other person		5	3	7	4	--	--
Miscellaneous		8	5	14	5	--	5
No explanation/Don't know		21	17	5	2	57	52
Picked up card in store		21	12	31	17	--	2

From: (If remembered) We will be sending you the gift as promised, but I wonder, how did you happen to get this card to send in?

(If not remembered) The card promised a gift, and we will be sending you one. But we wonder how it happened that a card came with your name on it?

TABLE 15

MERIT PLAYING CARD STUDY
DISPOSITION OF SAMPLE

<u>Total Cards Received</u>	<u>Total Received</u> (1,764)		<u>Total Listed</u> (1,519)	<u>Total Attempted</u> (1,387)
	#	%	%	%
Eliminated (Duplicates, Business, Ineligible States etc.)	56	3		
No Phone Number Listed	189	11		
Received With Phone Numbers	1,351	77		
Additional Phone #'s Able To List	168	10		
<u>Total Prelisted</u>	<u>1,519</u>	<u>86</u>	<u>100%</u>	
<u>Disposition Of Listed Numbers:</u>				
<u>Total Attempted</u>	<u>1,387</u>	<u>79</u>	<u>91</u>	<u>100%</u>
<u>Complete</u>	<u>1,168</u>	<u>66</u>	<u>77</u>	<u>84</u>
Smoker	1,000	57	66	72
Non-Smoker	168	9	11	12
<u>Balance</u>	<u>219</u>	<u>14</u>	<u>14</u>	<u>16</u>
Refused	53	3	3	4
Incomplete	-	-	-	-
Business #'s	9	1	1	1
Language Barrier	9	1	1	1
Respondent Not Available	10	1	1	1
Out Of Service #'s	66	4	4	5
No Such Person	65	4	4	5
Call Won't Go Though	7	*	*	1
<u>Still Dialable</u>	<u>132</u>	<u>8</u>	<u>9</u>	

* Less than 0.5%

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Commercial Analysts Co.
211 East 43rd St.
New York, NY 10017

Job #3838
December, 1981

LIGHTER STUDY

(1-4)

TIME STARTED: _____

Hello, I'm _____ from Commercial Analysts, a national public opinion firm, calling long distance from New York. We're doing an opinion survey and I'd like to ask you a few questions. Since we're talking to a cross-section of people living all over the United States, could you tell me. . . do you live in a big city, a small town or what? (DO NOT RECORD RESPONSE)

May I speak to (READ NAME OF PERSON)? (IF NOT AVAILABLE, MAKE APPOINTMENT FOR CALLBACK ON CARD).

(IF NO SUCH PERSON IN HOUSEHOLD, TERMINATE. MARK CARD "NO SUCH PERSON")

1. Do you smoke cigarettes?

Yes. 5-1 (ASK Q. 2)
No -2 (SKIP TO YELLOW QUESTIONNAIRE)

2. What is your regular brand of cigarettes, the brand you smoke most often? (WRITE IN COMPLETE NAME AND BRAND NUMBER USING BRAND LIST AS A GUIDE)

COMPLETE Name: _____ Brand #
(6-3)

3. How long have you smoked that brand? (DO NOT READ LIST)

3 months or less.	9-1	Over 3 years to 4 years .	9-7
4-6 months.	-2	Over 4 years to 5 years .	-8
7-11 months	-3	Over 5 years to 10 years.	-9
12 month/about a year .	-4	Over 10 years	-0
Over 1 year to 2 years. .	-5	(DON'T READ) Don't know.	-y
Over 2 years to 3 years .	-6		

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4. In addition to your regular brand, what other brands have you bought in the past three months? (RECORD COMPLETE BRAND NAMES AND BRAND NUMBERS OF EACH) (IF "NONE" CIRCLE HERE. . . 10-1 AND SKIP TO Q. 12)

<u>COMPLETE NAME</u>	<u>BRAND #</u>
a. _____	<input type="text"/> (10-12)
b. _____	<input type="text"/> (13-15)
c. _____	<input type="text"/> (16-18)
d. _____	<input type="text"/> (19-21)
e. _____	<input type="text"/> (22-24)

IF "BARCLAY" NOT MENTIONED IN Q. 4, ASK Q. 5. OTHERWISE SKIP TO BOX BEFORE Q. 7.

5. During the past three months, have you bought any Barclay cigarettes?

Yes. 25-1 (ASK Q. 6)
No -2 (SKIP TO BOX BEFORE Q. 7)

6. How many packs or cartons did you buy?

_____ Packs (26-27)

_____ Cartons

IF "MARLBORO" NOT MENTIONED IN Q. 4, ASK Q. 7. OTHERWISE SKIP TO BOX BEFORE Q. 9.

7. How about Marlboro. . have you bought any Marlboro cigarettes in the past three months?

Yes. 28-1 (ASK Q. 8)
No -2 (SKIP TO BOX BEFORE Q. 9)

8. How many packs or cartons did you buy?

_____ Packs (29-30)

_____ Cartons

IF "MERIT" NOT MENTIONED IN Q. 4, ASK Q. 9. OTHERWISE SKIP TO Q. 10

9. And how about Merit. . have you bought any Merit Cigarettes in the past three months?

Yes. 31-1 (ASK Q. 10)
No -2 (SKIP TO Q. 11)

10. How many packs or cartons of Merit did you buy?

_____ Packs (32-33)

_____ Cartons

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11. How likely would you be to buy Merit (FILL IN SPECIFIC PACKING FROM CARD) in the future? Would you. . . (READ LIST)

Definitely buy it. 34-1
Probably buy it. -2
Might or might not buy it. -3
Probably not buy it. . . . -4
or Definitely not buy it. . . -5
(DON'T READ) Don't know -y

12. Thinking about your present regular brand which you said is (READ COMPLETE NAME FROM Q. 2), before you started smoking it, were you smoking some other brand of cigarettes, or were you smoking some other type or size of (READ FAMILY NAME OF REGULAR BRAND, Q. 2)?

Other brand. 35-1 (ASK Q. 13)
Other type/size of same brand. -2 (SKIP TO Q. 14)
No previous brand. -3 (SKIP TO Q. 15)

13. What brand did you smoke most often before you started smoking (READ COMPLETE BRAND NAME FROM Q. 2)?

COMPLETE Name: _____ Brand # (36-38)

(SKIP TO Q. 15)

14. What type or size of (READ FAMILY NAME FROM Q. 2), did you smoke before you started smoking (READ COMPLETE NAME FROM Q. 2)?

COMPLETE Name: _____ Brand # (36-38)

15. During the past three months, have you gotten any gifts, or premiums, or free samples offered by any brand of cigarettes, either in a store or through the mail?

Yes. 39-1 (ASK Q. 16)
No -2 } (SKIP TO
Don't remember . -y } Q. 18)

16. What was the item, or the items you received? (PROBE) What others were there? (PROBE FOR EXACT OFFER OR ITEM.)

17. What cigarette offered (READ ITEM(S) MENTIONED.) (RECORD "FAMILY" NAME FOR EACH ITEM)

Q. 16 ITEMS	Q. 17 FAMILY NAME
a. _____ 40- _____	_____ (42-44)
b. _____ 41- _____	_____ (47-49)
c. _____ 45- _____	_____ (52-54)
d. _____ 46- _____	_____ (57-59)
_____ 50- _____	
_____ 51- _____	
_____ 55- _____	
_____ 56- _____	

(IF "LIGHTER" FROM "MERIT" MENTIONED SKIP TO Q. 19. IF NOT MENTIONED, ASK Q. 18)

18. Do you recall getting a cigarette lighter with two packs of Merit cigarettes?

Yes. 60-1 (ASK Q. 19)
No -2 } (SKIP TO
Don't remember . -y } CLASSIFICATION)

(RECORD ANY COMMENTS MADE BY RESPONDENT)

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19. In general, how often do you buy cigarettes that come with gifts or premiums?
Would you say: . . . (READ LIST)

Very often. 63-1
Quite often -2
Seldom. -3
or Was this the first time? -4

20. Did you happen to send away for a free carton of Barclay cigarettes at any time?

Yes. 64-1
No -2
Don't remember . -y

21. Did you happen to get a coupon or card that you could use to send away for free packs of Merit Cigarettes?

Yes. 65-1 (ASK Q. 22)
No -2 (SKIP TO
Don't remember . -y } CLASSIFICATION)

22. Did you send away for the free packs?

Yes. 66-1 (ASK Q. 23)
No -2 (SKIP TO
Don't remember . -y } CLASSIFICATION)

23. Did you get the cigarettes?

Yes. 67-1
No -2
Don't remember . -y

CLASSIFICATION

And just a few questions for classification purposes only. . .

- A. What was the last grade of school you completed - was it high school, grade school, or what? (RECORD BELOW)

(DON'T READ) { High school (grades 9-12). 68-1 (ASK Q. B)
Grade school (grades 1-8). -2 (SKIP TO Q. G)
College. -3 (SKIP TO Q. C)
Graduate school. -4 (SKIP TO Q. G)
Other (SPECIFY) (e.g. Trade School) _____
Refused. -y (SKIP TO Q. D)
(SKIP TO Q. G)

- B. Did you graduate high school?

(DON'T READ) { Yes. 69-1
No -2 (SKIP TO Q. G)
Refused. -y }

- C. Did you. . . (READ LIST)

(DON'T READ) { Graduate a 2 year college. 70-1
Graduate a 4 year college. -2 (SKIP TO Q. G)
Complete some college. -3
or Attend graduate school. -4
Refused. -y }

- D. Did you graduate high school

(DON'T READ) { Yes. 71-1 (ASK Q. E)
No -2 (SKIP TO
Refused. -y } Q. G)

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E. Did you attend college

Yes. 72-1 (ASK Q. F)
 No -2 } (SKIP TO
 (DON'T READ) Refused. -y } Q. G)

F. Did you graduate college

Yes. 73-1
 No -2
 (DON'T READ) Refused. -y

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000. 74-1 (ASK Q. H)
 \$20,000 and over. -2 (SKIP TO Q. I)
 Don't know -x } (SKIP TO
 Refused. -y } END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000. 75-1
 \$10,000 to \$19,999 -2 } (SKIP TO
 Don't know -x } END)
 Refused. -y }

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999 76-1
 \$30,000 to \$49,999 -2
 \$50,000 and over -3
 Don't know -x
 Refused. -y

Just to be sure we have it right, your name is: _____

Your address is: _____

Zip _____

RECORD FROM CARD:

Age 18-24. 77-1
 25-34. -2
 35-44. -3
 45+. -4

Sex: Male 78-1
 Female -2

Thank you for your cooperation.

(MARK CARD "INTERVIEWED SMOKER")

TIME ENDED: _____

Packing:

Kings Regular. 79-1
 Kings Menthol. -2
 100's Regular. -3
 100's Menthol. -4
 Ultra Lights Kings Regular -5
 Ultra Lights Kings Menthol -6
 Ultra Lights 100's Regular -7
 Ultra Lights 100's Menthol -8

80-1

1002916872

Commercial Analysts Co.
211 East 43rd St.
New York, NY 10017

LIGHTER STUDY
YELLOW QUESTIONNAIRE
FOR NON-SMOKER

Job #3838
December, 1981

(1-4)

TIME STARTED: _____

5-2

2. According to a list I was given, you sent in a post card from a Merit cigarettes offer. Do you remember sending in such a card?

Yes 6-1 (ASK Q. 3)
No -2 (SKIP TO Q. 4)

3. We will be sending you the gift as promised, but I wonder, how did you happen to get this card to send in?

7-
8-
9-
10-
11-
12-

(SKIP TO CLASSIFICATION)

4. The card promised a gift, and we will be sending you one. But we wonder how it happened that a card came with your name on it?

13-
14-
15-
16-
17-
18-

CLASSIFICATION

19-
20-
21-67

And just a few questions for classification purposes only.

- A. What was the last grade of school you completed -- was it high school, grade school, or what? (RECORD BELOW)

(DON'T READ) High school (grades 9-12) 68-1 (ASK Q. B)
Grade school (grades 1-8) -2 (SKIP TO Q. G)
{ College -3 (SKIP TO Q. C)
{ Graduate school -4 (SKIP TO Q. G)
{ Other (SPECIFY) (e.g. Trade School)
Refused -y (SKIP TO Q. D)

- B. Did you graduate high school?

(DON'T READ) Yes 69-1
No -2 } (SKIP TO Q. G)
Refused -y

- C. Did you. . . (READ LIST)

(DON'T READ) Graduate a 2 year college 70-1
Graduate a 4 year college -2 } (SKIP TO Q. G)
Complete some college -3
or Attend graduate school -4
Refused -y

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D. Did you graduate high school?

Yes 71-1 (ASK Q. E)
 No -2 (SKIP TO Q. G)
 (DON'T READ) Refused -x

E. Did you attend college?

Yes 72-1 (ASK Q. F)
 No -2 (SKIP TO Q. G)
 (DON'T READ) Refused -x

F. Did you graduate college?

Yes 73-1
 No -2
 (DON'T READ) Refused -x

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000 74-1 (ASK Q. H)
 \$20,000 and over -2 (SKIP TO Q. I)
 Don't know -x (SKIP TO Q. I)
 Refused -y (END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000 75-1
 \$10,000 to \$19,999 -2 (SKIP TO Q. I)
 Don't know -x (END)
 Refused -y

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999 76-1
 \$30,000 to \$49,999 -2
 \$50,000 and over -3
 Don't know -x
 Refused -y

Just to be sure we have it right, your name is: _____

Your address is: _____

Zip _____

RECORD FROM CARD:

Age 18-24 77-1
 25-34 -2
 35-44 -3
 45+ -4
 Sex Male 78-1
 Female -2

Packing

Kings Regular 79-1
 Kings Menthol -2
 100's Regular -3
 100's Menthol -4
 Ultra Lights Kings Regular -5
 Ultra Lights Kings Menthol -6
 Ultra Lights 100's Regular -7
 Ultra Lights 100's Menthol -8

Thank you for your cooperation.

(MARK CARD "INTERVIEWED NON SMOKER")

TIME ENDED: _____

80-2

1002916874